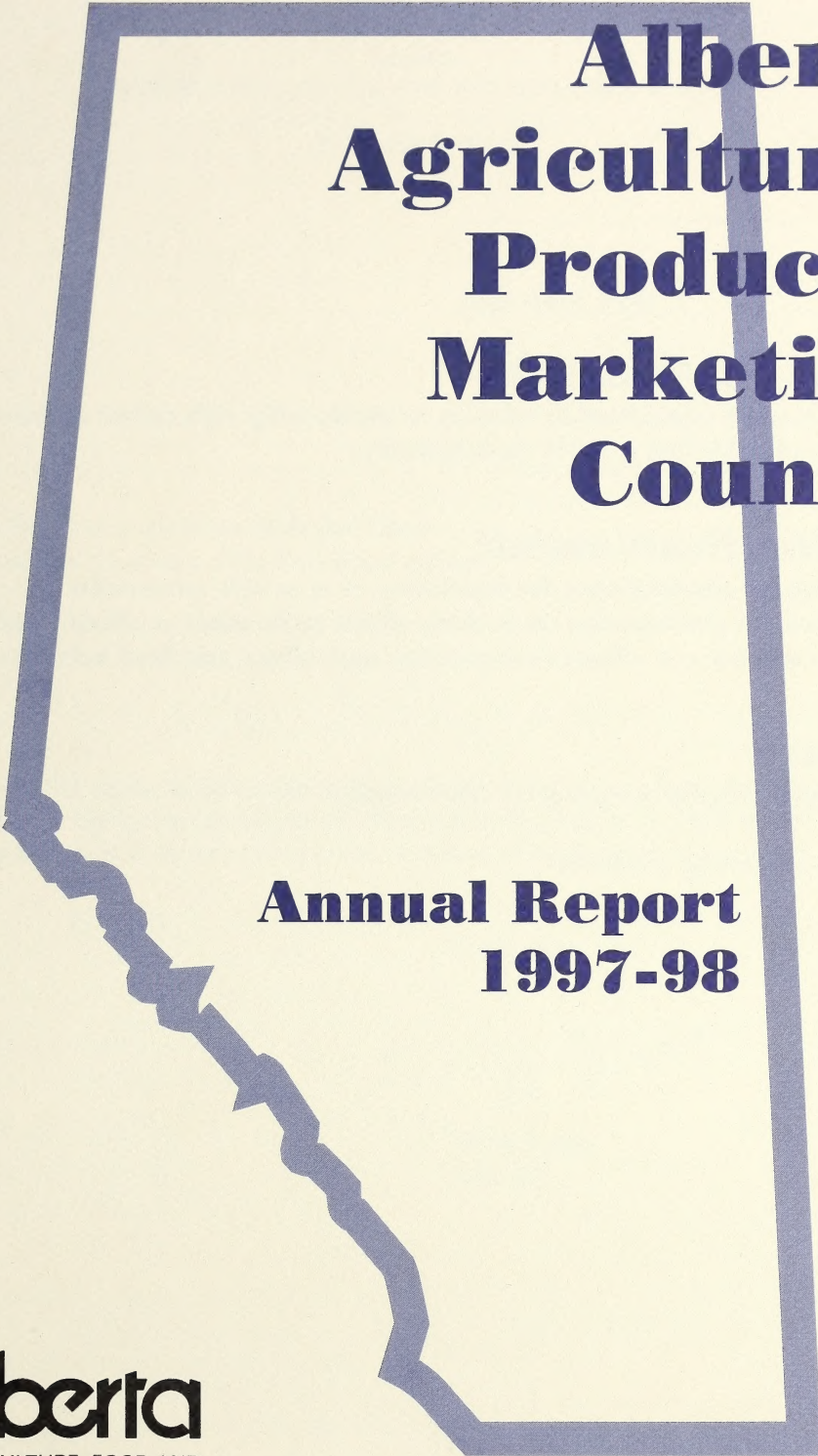


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Alberta Agricultural Products Marketing Council

**Annual Report
1997-98**

Vision Statement:

We are a council committed to working in partnership with others to meet the challenges of achieving a world class industry.

Mission Statement:

Our mission, in administering the legislation, is to enable commodity organizations to assist producers in their efforts to be more profitable and globally competitive in Alberta's expanding agriculture and food industry.

Goals:

1. Enabling change in a regulatory environment.
2. Effective working relations.



ALBERTA
MINISTER OF AGRICULTURE, FOOD AND RURAL DEVELOPMENT

MLA Vegreville - Viking

December 1, 1998

To His Honour the Honourable Bud Olson
Lieutenant-Governor of the Province of Alberta

Sir:

I have the honour to submit herewith the annual report of the Alberta Agricultural Products Marketing Council for the fiscal year ending March 31, 1998 and in accordance with the provisions of the Marketing of Agricultural Products Act.

Yours truly,

Ed Stelmach
Minister

A brief history

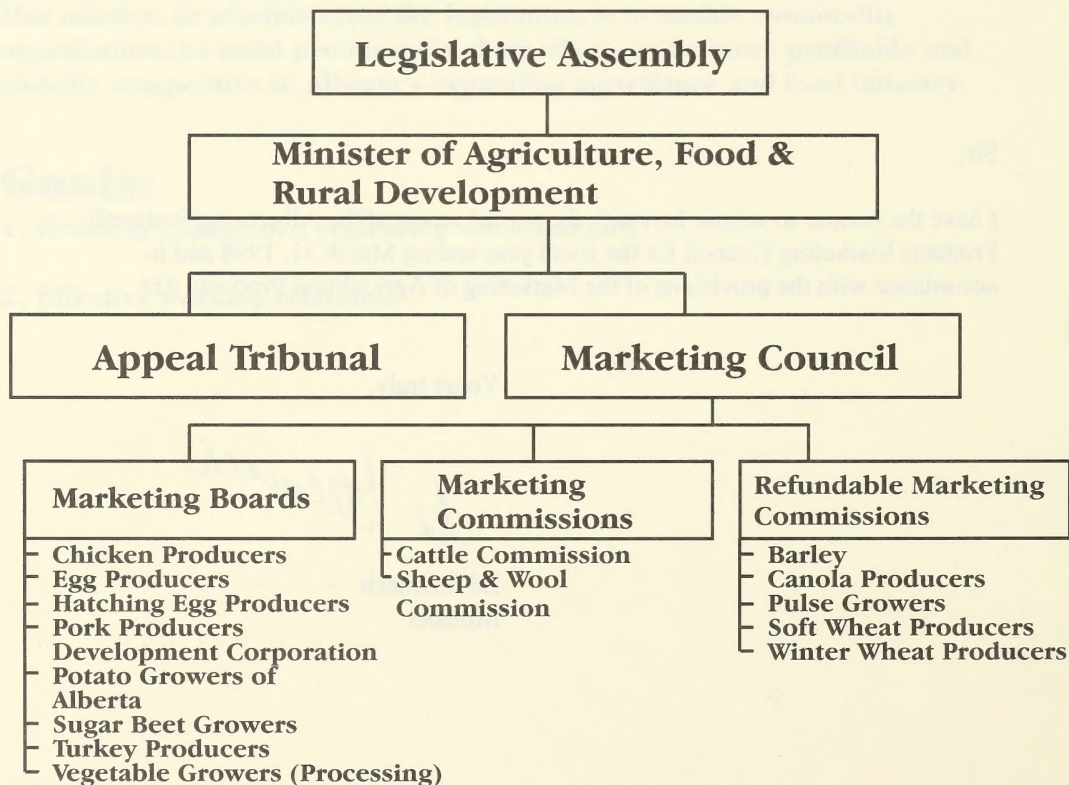
Established in 1965 by the Marketing of Agricultural Products Act, the Alberta Agricultural Products Marketing Council is charged with supervising the operations and facilitating establishment of agricultural marketing boards and commissions.

Since early 1996, the council has been operating under a new strategic plan. The plan is dynamic and flexible to meet changing industry needs and realities.

Currently there are 15 producer commodity groups that operate boards or commissions under the Marketing of Agricultural Products Act.

An organization chart [see below] lists those boards and outlines their primary responsibilities. Powers of the individual boards vary with the needs of the commodity group it serves.

The Alberta Agricultural Products Marketing Council has a liaison role between the province and the national council. The National Farm Products Council (NFPC), eight years younger than its Alberta counterpart, oversees operations of agencies with national marketing plans.



Chairman's Report

As Chairman, I am pleased to have the opportunity to provide an overview of Marketing Council's activities over the 1997/98 fiscal year.

The process of regulatory review, begun in 1996, continued to dominate the activities of Marketing Council during the 1997/98 fiscal year. In addition to Marketing Council's Regulations, the following organizations undertook their reviews in 1997:

- the Alberta Cattle Commission
- the Alberta Sugar Beet Growers Marketing Board
- the Alberta Egg Producers
- the Alberta Turkey Growers Marketing Board, and
- the Potato Growers of Alberta

The revised Marketing Plans for the boards and commissions, reviewed in 1997, have all been passed by the provincial Cabinet.

The organizations scheduled for review in 1998 are:

- the Alberta Pulse Growers Commission
- the Alberta Barley Commission
- the Alberta Canola Producers
- the Alberta Soft Wheat Producers Commission, and
- the Alberta Winter Wheat Producers Commission

Working groups for these sectors of the industry are already well underway, and are on track to meet the December 31, 1998 deadline. This has been a demanding process for all parties involved, both from a

time and financial basis. However, by the end of 1998 or early 1999, all 15 of the boards and commissions in the province will be operating under new and more relevant legislation that should result in increased opportunities for the industry.

Both Council, and each of the boards and commissions in Alberta, continue to reap the rewards of open and productive communication. The feedback that has been received with respect to the regulatory review working groups, comprised of representatives from Council, commodity organizations and industry, has been very positive. Based on this feedback and the excellent results achieved to date, Council will continue to use this approach to address future issues.

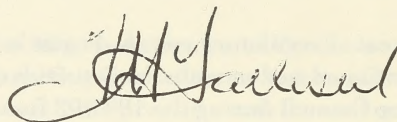
In 1997, the Alternative Dispute Resolution (ADR) Committee expanded its role to include educational and training initiatives. In March and November 1997, the ADR committee facilitated two workshops on effective board governance. The attendance at both workshops was good, and the feedback from participants was very positive. The Council will continue to work with the boards and commissions to identify training needs, and support these types of initiatives.

Marketing Council undertook a review of its draft strategic plan in 1997. The boards and commissions were consulted and asked to provide feedback on the revised plan, as well as areas where Council needed improvement. The feedback was very useful, and the strategic plan reflects many of the comments received by Council.

On behalf of Marketing Council, I would like to thank the Minister of Agriculture, Food and Rural Development. His continuing support and guidance has been a significant component of our accomplishments. Also, as Chairman, I would like to extend my sincere gratitude to Council members and staff for their hard work and dedication on behalf of our clients and this province's agriculture and food industry.

As Chairman, I would also like to welcome Ron Sutka and George Murphy who joined

Council in December 1997. Both new members bring with them many years of valuable experience in the agriculture and food industry, and are a welcome addition to our team.



Frank Fallwell
Chairman

Alberta Agricultural Products Marketing Council Members



Back row (left to right): *John Knapp*, Barrhead, Alberta Agriculture, Food and Rural Development representative; *Bill Lawton*, Fallis, cattle feedlot operator; *Ken McCormack*, manager, projects and policies; *Rod Bradshaw*, Innisfail, vegetable producer; *Ron Sutka*, Cranford, sugarbeet producer;

Diane Aves, manager, corporate affairs. Front row: *Brian Rhiness*, general manager; *George Schoepp*, Stony Plain, cattle and grain producers; *John Richter*, Beiseker, egg and grain producer; *Frank Fallwell*, chairman, Calgary, food processor; and, *George Murphy*, Peace River, grain farmer.

Alberta Barley Commission

Alberta's barley farmers support the Alberta Barley Commission (ABC) through a refundable check-off of 40 cents per tonne of barley sold. During the 1996-97 crop year they produced 7.3 million tonnes, 46 per cent of Canada's crop.

The 1996-97 year was one of transition for the six-year-old commission as three original directors stepped down and new people joined the board.

One of the significant initiatives of the year was the commission's support of a Charter of Rights challenge of the Canadian Wheat Board Act. The commission continued to work on public policy issues related to freer marketing and movement of grain. Deregulation and elimination of government interference was discussed with other Canadian farm organizations as well as with U.S. counterparts at a Grain Summit in Seattle.

Alberta Barley Commission Revenue and Expenses to March 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Surplus at year end
1996	1,267,560	1,728,964	(461,404)	339,105
1997	1,503,933	1,830,396	(326,463)	12,642

Research and development is the most important area supported by the commission. The ABC supported feed quality, agronomy, breeding, disease, malt, human food and industrial use research.

Barley variety demonstrations and hullless barley utilization seminars were two of the

educational elements for Alberta farmers. The commission also sponsored a barley yield competition.

As Canada's only barley commission, the Alberta organization recognizes it has a significant role in developing barley's potential. To that end, it supported an agriculture and value-added display at Calgary's international airport. A six by eight foot barley panel will be part of the display for five years.

Because barley's use in the food industry is relatively undeveloped compared to feed and malt industries, the commission is gradually increasing the resources it allocates to food market projects. To this end, it funded work by a master baker at the Southern Alberta Institute of Technology to develop commercial-scale bread and bagel recipes using barley flour. The commission also joined the Bakers Association of

Canada to learn more about this sector.

As well, the commission put together a new publication, the *Barley Medley*, to answer common consumer questions, provide recipes and baking tips, and give the nutritional reasons for using barley.

The commission also built an on-ramp to the information highway by developing its own web site at www.albertabarley.com.

Alberta Canola Producers Commission

Alberta Canola Producers Commission (ACPC) will strive to improve the long term profitability of Alberta canola producers is the mission statement developed during the commission's strategic planning process.

Besides strategic planning, the ACPC spent much of the year involved in a regulatory review. The review is part of a government wide regulatory reform project. This commission's regulations expire in 1998, and the review process was initiated in 1996-97. Stakeholders were to provide input by mid-March 1998.

The commission's revenue dropped by 20 per cent because of reduced canola acreage. However, programs were sustained by reducing expenses and through the over half million dollars in working capital available to the commission.

Issues and research

Several policy issues including free trade, the marketing system, grain transportation, safety nets, biotechnology regulations, integrated pest management and registration of canola cultivars were pursued by the commission.

Since the commission's birth in 1989, research and development has been a critical element of its mandate. Since

1990, about 44 per cent of the net levy has gone to research. In 1996-97, some \$490,769 (\$79,252 from the Farming for the Future program) went to canola research and development. To avoid duplication, the Alberta, Saskatchewan and Manitoba commissions co-operate with the Canadian Canola Council to determine research needs.

Three new agronomic projects were funded in 1997. Special projects included a provincial blackleg control program, regional varietal testing, cabbage seed pod weevil control, an insect and disease survey and two post-graduate scholarships.

On the promotional side, two new initiatives are noteworthy. A new learning unit featuring canola was introduced to elementary students. As well, canola postcards were distributed to all Chamber of Commerce offices in the province.

Alberta Canola Producers Commission Revenue and Expenses to July 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity Year end
1996	1,224,391	1,123,863	100,528	695,816
1997	980,633	1,061,499	(80,866)	614,951

Alberta Cattle Commission

Alberta's cattle industry now represents over 54 per cent of the total Canadian industry. As well, the province exports over 50 per cent of its production.

New to the industry is the Canda-Alberta Beef Industry Development Fund (CABIDF). The Alberta Cattle Commission (ACC) will be responsible for this production research and extension fund. The ACC's technical committee renewed eight projects and forwarded 19 new project proposals to the CABIDF board.

A number of issues were addressed by the ACC during the year including:

- a presentation to the federal standing committee on the environment outlining concerns with proposed endangered species legislation
- support for heritage rangeland designation in the provincial Special Places 2000 program
- dealing with problem wildlife including predation permits, population control and producer compensation

Alberta Cattle Commission Revenue and Expenses to March 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Producers' Equity, Year End
1996	6,003,030	6,411,854	(408,824)	2,941,738
1997	6,669,191	6,937,641	(268,450)	2,673,288

- a lease cost study prior to the provincial government grazing lease review and a presentation to the review committee

Water quality issues

Proactive work in water quality and manure management were two priority issues for the commission. Producer awareness and education initiatives within several watersheds were pursued with other agencies. As well, the ACC was given a seat on the Alberta Environmentally Sustainable Agricultural (AESA) council. The public affairs committee is also working with the Land Stewardship Council on sustainable farming and riparian stewardship.

During the year, a report on cattle and the oil and gas industry was released. A working group is following up on the report's recommendations. Forming a stakeholders' steering committee was a major accomplishment as all the players have committed to minimizing the effects each industry has on the other.

To communicate better with its membership, in-zone producer liaison co-ordinators were established. In their first year, these co-ordinators organized ACC participation at local events across the province.

Electronic highway users can now visit the commission on-line at:
www.cattle.com/acc.



Alberta Chicken Producers

The board set six priorities for the year:

- to implement a Hazard Analysis Critical Control Point (HACCP) quality assurance plan
- to improve and expand the value chain
- to improve effectiveness of the national value chain
- to develop a producer price based on quality
- to develop new grower services
- to establish a board report card (measurements)

Quality assurance

The quality committee drafted and field tested an on-farm HACCP program designed to help producers meet the demands of future markets. This program identifies seven good management practices and three critical control points.

A *pricing for quality* committee was established in May to identify and define live quality chicken. The major elements are proper weight at the right date, uniformity, quality/safety, maximum yield and per cent of Grade A.

A new market development quota was established through a new regulation. The industry advisory committee also presented amendments to regulation 227/96. The fully revised regulations were completed and have been operational since fall 1996.

Future growth was the focus of regional meetings in early 1997. Through questionnaires, producers indicated growth should occur through a combination of increases in the density factor and new base quota. The board determined the base quota should be increased by 2.5 per cent in spring 1998.

A financial computer program, designed by Alberta Agriculture, Food and Rural Development in consultation with Alberta Chicken Producers, was introduced. CHICKCOP allows producers and financial institutions to analyze the farm's bottom line.

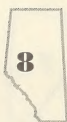
The board worked with other livestock organizations to review the proposed Water Act. Discussions were also held about the distance live birds are transported to processors.

Six research projects were approved for 1997 including effective broiler management and new approaches to disease management.

On the promotional side, a new brochure and wallet information card were developed. As well, a 1-800 consumer line was introduced.

Alberta Chicken Producers Revenues and Expenses to August 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Net Assets, Year End
1996	591,817	719,634	(59,148)	1,323,899
1997	547,431	739,000	(126,936)	1,196,961



Alberta Egg Producers

A team dedicated to being the best producers and marketers of eggs is the board's new mission statement.

A rewrite of the board's strategic plan and regulations was a major undertaking in 1997. While no dramatic changes were made to the Alberta Egg Producers Plan and Marketing Regulation, they were rewritten in plain language. As a result, regulations are now clear, simple and understandable.

A section dealing with quota transfer was overhauled to reflect both changes made over time and enhanced quota movement. As well, a new section formalizes the board's current policy of space density for hens.

On-farm food safety moved into the spotlight. The Canadian Egg Marketing Agency's *Start Clean, Stay Clean* program became a tool to evaluate producer management practices related to food safety. On the provincial level, the industry standards committee reached its goal of all Alberta producers being rated on the 90%

Solution, a rating form for the *Start Clean, Stay Clean* program.

Food safety on the consumer side was reinforced through a series of in-lid messages on egg cartons developed in conjunction with the Food Safety Information Line. These cartons were

produced and offered to graders to use at their discretion. One message featured safe egg handling information and, the other, egg recipe ideas.

The board continued its commitment to the University of Alberta Poultry Research Centre. Besides providing operational assistance, the board also funded three research projects; two involved biotechnology and a third looked at the value-added potential of spent hens.

Alberta's hen inventory was constant at just over 1.4 million hens in both 1996 and 1997. However, there were 10 fewer producers in 1997. Levied egg production was up slightly to 34 million dozen.

Alberta Egg Producers Revenues and Expenses to December 30, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity, Year End
1996	791,636	794,228	(2,416)	1,234,805
1997	823,903	846,618	(5,349)	1,229,456

Egg prices remained almost constant throughout 1997. The paid-to-producer price of \$1.35 per dozen for Grade A was set on December 29, 1996 and remained in effect until August 21, 1997.

Alberta Hatching Egg Producers

Like many of the board's counterparts, completing the regulatory review process and developing a strategic plan were major tasks in the last year for the Alberta Hatching Egg Producers (AHEP).

The Alberta Hatching Egg Marketing Regulation provides for a much more liberalized and flexible industry. This new regulation addresses quota disbursement and takes a more positive approach to leasing quota. As well, the regulation set provisions for new entrants.

Strategic planning began in late 1996. A shared feather industry vision was adopted as well as a vision statement for AHEP. The board also developed a five-part mission statement.

Strategic priorities

Four strategic areas were identified as priorities:

- to develop a HACCP based total quality management system to ensure the availability of a high quality product
- to encourage research and development through the support of University of Alberta's Poultry Research Centre
- to participate in industry driven conferences to develop synergy and co-operation with other sectors of the industry

- to develop a plan to expand the hatching egg industry in consultation with producers

During the year, the board also worked on developing a provincial data collection system and updating the 1993 cost of production study.

Changing market conditions and establishment of a pricing protocol in January 1997 resulted in six meetings to review chick pricing. AHEP was pleased with the co-operative spirit shown as the board, hatchery and processor representatives negotiated prices.

In Alberta, domestic broiler hatching egg demand is expected to grow at a rate of three to five per cent per year, and export demand by four to five per cent per year.

In 1997, the board relocated its operation to Edmonton's south side. This move was prompted by a building sale and closure of Edmonton's downtown municipal airport.

Alberta Hatching Egg Producers Revenues and Expenses to December 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity, Year End
1996	187,390	209,974	(22,584)	205,643
1997	234,095	274,626	(40,531)	165,112

Alberta Pork Producers Development Corporation

Alberta's pork industry entered a new era on December 2, 1996 when the 17-year-old single desk hog marketing system was shelved and an open marketing trial began.

This meant that producers are free to sell their hogs to anyone and packers are free to purchase hogs individually from anyone selling hogs.

The change followed extensive industry consultation. The system will operate on a trial basis for two years. A producer plebiscite is to be held no later than September 30, 1998.

The Alberta Pork Producers Development Corporation (APPDC) created a marketing division, the Western Hog Exchange, which will continue to purchase and sell hogs from those producers who wish to use it.

A number of land use issues were on the agenda during 1996-97. Two provincial acts—the Water Act and amendments to the Municipal Government Act—were reviewed. The board also began preparing for a 1998 government review of the manure handling

and storage code of practice. Soil phosphorus saturation is a key concern.

The board has also taken a proactive approach to difficulties producers experienced in obtaining approval to expand their operations. The APPDC suggested a provincial approval process for large scale livestock operations. The objective is to overcome current challenges to the municipal approval process by ensuring the provincial government provide technical and engineering resources to reduce pressure on the municipal approval process.

Work continued on Alberta Quality Pork, a provincial quality assurance program, focused on food safety and carcass quality.

The APPDC will administer the Canada-Alberta Hog Industry Development Fund (HIDF), a \$2.3 million fund to aid research and development of Alberta's hog industry. The first round of applications were due in December 1997.

Spring 1997 was an exciting time for pork promotions. *BBQ Sensation*, a six week campaign, first aired in May. A new 48-page recipe cookbook was developed specifically for this promotion. The campaign also featured a new 1-888-TRY-PORK hotline.

During the year, the need for trained barn technicians was identified as a barrier to future expansion. A training program structure is planned for spring 1998.

Pork Producers Development Corporation Revenues and Expenses to November 30, 1997

	Total Revenue	Total Expenses	Net Revenue	Net Assets, Year End
1996	3,196,836	3,354,074	(157,238)	7,542,884
1997	2,810,556	2,599,261	211,295	8,809,197

Alberta Pulse Growers Commission

A major regulation review started in 1996-97 for completion in 1998.

During this review the Alberta Pulse Growers Commission updated and clarified its role and responsibilities. The proposed changes and recommendations were presented at zone meetings.

Information for growers

A portion of the year was also devoted to creating an *Alberta Pulse Growers Commission Manual*. The manual

- outlines the commission's mission, vision, goals and strategies
- defines a code of ethics
- clarifies board relationships
- delineates organizational structure and lines of communication
- gives position descriptions along with roles and responsibilities

To streamline communication for and from members, as well as potential growers, a web site—www.pulse.ab.ca—was developed. The site provides current and useful production and marketing information as well as links to other agricultural information.

Research focused on two areas—breeding an early maturing, high yielding field pea cultivar for Alberta and finding ways to control ascochyta blight.

Domestic feed peas were the focus of the marketing committee. The commission worked with the hog industry and sponsored feed research trials at the University of Alberta towards its goal of increasing the amount of feed peas used in animal rations.

Peas on video

The promotions committee's major project was planning, compiling and completing a pea harvest video. *From Vine to Bin* was distributed to all pulse producers who requested it.

The Alberta commission also supported development of Pulse Canada. It is hoped this new national organization can open doors in the international marketplace.

Alberta Pulse Growers Commission Revenue and Expenses to July 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Accumulated Equity, Year End
1996	476,615	385,238	91,377	721,854
1997	404,933	417,472	(12,539)	711,606

Alberta Sheep and Wool Commission

Health topics were a major concern in the sheep industry over the past year.

In particular, the commission started work on a provincial flock health program to address food safety, general flock health and the ability to export genetic material. The first stage of the project was a flock health study funded by the Canada/Alberta Rural Adaptation and Development Fund (CARDF).

One of the catalysts for a flock health program is the ongoing concern with scrapie. Along with the Canadian Sheep Federation (CSF), the commission began talks with appropriate federal and provincial agencies to develop a scrapie monitoring program.

Related to this was easing border restrictions on B. Ovis and blue tongue to increase border traffic. U.S. border closures were areas of action for the commission and the CSF.

Co-operative action with the national federation continued with other matters. The commission provided financial support to the CSF including the Ovissey software package and did initial work on a national lamb classification system.

Providing information to producers was another priority:

- work began on an *Alberta Sheep Production Manual*
- funding was approved for a sheep handling video
- extension was carried out at a number of regional fairs
- symposiums in Camrose and Lethbridge were funded

Another priority was supporting a sustainable sheep research program at the federal research station in Lethbridge. Federal funding was withdrawn, so sheep producers and the commission will be challenged to maintain research initiatives.

Alberta Sheep and Wool Commission Revenues and Expenses to August 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity, Year End
1996	305,959	302,403	3,556	144,375
1997	418,194	340,733	77,461	236,185

The youth participation program that provides promotional jackets was a hit during youth sheep activities including 4-H club shows.

A major event during the year was a change in the commission's office address. The office moved from Calgary to Airdrie. As well, a new executive director came on board.

Alberta Soft Wheat Producers Commission

In 1996 the commission increased its check-off by 10 cents per tonne. This increase was tagged for research. Specifically, the soft wheat breeding program is the single most important initiative of the commission with more than 50 per cent of its levies supporting the program.

More varieties

A higher yielding soft wheat is the research goal. To that end, SWS-179 (AC Nanda) was supported for registration in 1997. Another new cultivar, AC Phil, will likely be produced commercially in 1998.

Like other commissions, the soft wheat organization also underwent a regulatory review starting with member notification in December 1996. At the same time, the commission did strategic planning as it struggled with setting priorities and focusing on how it allocates resources.

Although the focus has been to make soft wheat the cereal of choice on irrigation, the production base continues to decline as a result of low prices.

Transportation, handling & marketing

Like other grain commissions, there are concerns about marketing, transportation

and grain handling systems. In March, a brief was presented to the federal agriculture standing committee on Bill C-72, a proposal to change the Canadian Wheat Board.

The commission met with the Canadian Grain Commission and Canadian Wheat Board in Winnipeg to promote the commission's interests. Discussions included quality standards and the need to allow registration of higher yielding varieties. The commission also supported buying grain on a dry matter basis.

As well, the commission continued its practice of an annual meeting and regular contact with domestic millers.

Alberta Soft Wheat Producers Commission Revenue and Expenses to July 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity Year End
1996	114,160	146,807	(32,647)	35,908
1997	146,471	153,061	(6,590)	29,318

Alberta Sugar Beet Growers

The April 1997 announcement of a major expansion and modernization of the Taber processing facility was the most noteworthy event of the year.

The plant will increase its processing capacity by one-third to 50,000 acres by 1999. This increase provides optimism for growers and related sectors. This will also allow new growers to enter the industry.

In 1997 a distribution was held and 28 new growers were allotted 1,207 acres. Because of little or no demand in some areas, a second distribution was held. Then, another 1,613 acres were allotted to new growers, plus 6,112 acres to existing producers.

Finalizing the board's regulatory review, establishing an industry development fund and negotiating a new five-year deal with the Taber processor were other highlights.

During the 14-month regulatory review

- a vision statement was adopted
- procedures for increasing and decreasing quota were changed
- voting eligibility and proxy voting were clarified
- a new producer definition was added and the existing family definition was retained after much discussion

Alberta Sugar Beet Growers Revenues and Expenses to December 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity, Year End
1996	401,221	218,682	182,539	809,969
1997	369,550	310,747	58,803	1,625,191*

*Includes \$738,027 from the Canada-Alberta Sugar Beet Industry Development Fund.

- the definition of *actively engaged* was moved from board policy to regulation and producers must become actively engaged in sugar beet production the year they are allotted quota

The board established a committee to govern and administer the Canada-Alberta Sugar Beet Industry Development Fund. Three priorities were set: beet storage, market access and partnership/ownership.

1997 was a transition year for the research program with new research agronomists and an expanded program. There were eight research sites in 1997.

This was also the inaugural year for testing herbicide-tolerant sugar beets. Research also included testing root maggot control agents, new herbicides and seed treatments. As a result of variety trials, two new varieties—HM 7042 and Beta 1655—were approved.

Growers contracted 1997 beets under the terms of the 1996 contract. Contracted acres were down slightly. However, sugar content set another quality record. The average sugar content was 18.74 per cent and extractable sugar averaged 16.81 per cent.

With a comfortable financial reserve, the grower levy was reduced by five cents to 45 cents per tonne and the growers' share of the 1996 joint company-grower research fees were paid from the service charge on behalf of growers.

Alberta Turkey Producers

Some new policies and policy changes occurred in 1997 at the Alberta Turkey Producers (ATP).

New fees were established for lease applications and quota transfers. As well, the board will not consider temporary lease applications filed after May 15 for the previous quota year.

A new quota allocation was established for next year, 1997-98, at 96 per cent of base. This cutback was designed to help alleviate burdensome inventories that pressured producer prices.

Quota assignment was also discussed and changes were recommended for 1998. The board will no longer assign quota based on light or heavy breed categories and producers must work with the processor to supply the type of bird required. This system will be on trial for one year and then be assessed.

Consumers promotion target

Promotion objectives focused on increasing consumer awareness, consumption of turkey parts and positioning turkey as a year-round meal choice.

Retail campaigns included three full color recipe cards, free-standing inserts and in-store signs as part of

Alberta Food Processor Association promotions.

A new children's activity/recipe book was developed and distributed. For the first time, the Turkey Producers participated in the Grocery People's Food Service Show.

As well, a new educational display was designed for use at shows such as Farm Fair and Aggie Days. This was a joint project with the Alberta Chicken Producers.

Broiler prices started the year at \$1.605/kg and hit a high of \$1.625/kg. However broiler prices fell by three per cent from the January price. Overall, broiler prices were fairly steady over the year.

Like other feather boards, the ATP maintained ongoing support to the University of Alberta Poultry Research Centre. Some \$50,000 over the next seven years was committed.

Alberta Turkey Producers Revenue and Expenses to December 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Members' Equity, Year End
1996	346,944	367,214	(20,270)	325,661
1997	341,285	357,136	(15,851)	309,810

Alberta Vegetable Growers (Processing)

The board's regulatory review was completed and operations in this new environment, with a new board name, began.

Marketing was dropped from the board's name. Regulatory changes included new definitions of a regulated product and registered producers. The board composition also changed.

At the same time, the board struck a committee to develop a mission statement.

Increased profile

The board decided to increase its profile. One element was a public relations mission to California to speak with Safeway management. Discussions included concern with the company's decision to close the canning and bean operation, possible facility expansion and new trends in the supply chain. Safeway management now knows "who we are" as well as the potential and advantages of southern Alberta to produce high quality vegetable crops.

Board representatives also attended a North American processing vegetable conference in Seattle. It should be noted that the Alberta and Canadian industry is more organized than its U.S. counterparts.

The board maintained its ties with the Wild Rose Agricultural Producers and the Southern Alberta Food Processing Initiative Consortium (SAFPIC).

There was little change in prices negotiated by the processor/grower Vegetable Negotiating Agency. Both corn and pea prices went up slightly, but this was offset by an increase in seed prices.

Bean prices were not negotiated as Lucerne closed its bean line. Bean growers were issued refunds from their by-pass fund in early March 1997.

Alberta Vegetable Growers (Processing) Revenue and Expenses to December 31, 1996

	Total Revenue	Total Expenses	Net Revenue	Unrestricted Surplus, Year End
1996	141,983	84,059	57,924	222,549
1997	168,010	247,775	(79,765)	215,398

A hot, dry summer resulted in above average yields. Claims to the by-pass fund did increase as processors had to by-pass fields because of the need for higher grade product and bunching in peas and corn.

Given stability in board operations, grower fees were reduced from 1.5 per cent to one per cent of gross revenues.

The European corn borer monitoring project was continued. Processors also reported any infestations.

Alberta Winter Wheat Producers Commission

Varieties now exist to make winter wheat expansion possible into traditional crop rotations. Three of those new varieties—CDC Clair, CDC Osprey and AC Tempest—were released.

This marks the third year of a Ducks Unlimited project to introduce winter wheats to central Alberta crop rotations. The project provides seed and agronomic advice. Project growers enjoyed early harvests and good yields in the 50 to 60 bushel per acre range.

Two years of extremely wet conditions in the Peace region have raised the profile of winter crops. However, for winter wheat to expand into more northern regions, plant breeders have the difficult task of combining winter hardiness with protein levels.

Crop of the 21st Century?

Alberta Winter Wheat Producers Commission (AWWPC) acknowledges the productive research programs at Lethbridge, Lacombe and Saskatoon. Winter wheat is now poised to become a major Western Canadian crop in the next century.

A mid-October winter wheat day at the Lethbridge Research Centre's field diagnostic site allowed both new and experienced producers to learn more about this crop.

Alberta Winter Wheat Producers Commission Revenue and Expenses to July 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Net Assets, Year End
1996	46,874	53,516	(5,473)	27,078
1997	61,418	62,771	1,222	72,680

Note: Net Assets in 1997 include \$42,637 from the Alberta Sustainable Environment Agriculture (AESA) program

In concert with the Saskatchewan Winter Cereal Growers Inc., the AWWPC continues to press the Canadian Wheat Board (CWB) to treat winter wheat as a special crop. CWB control severely restricts producer initiative to developing new markets.

The AWWPC also provided input to the CWB on the benchmark for dry wheat. The AWWPC felt lowering the level to 13.5 per cent would be detrimental to farmers and suggested alternatives.

Potato Growers of Alberta

Like many of its counterparts, the Potato Growers of Alberta (PGA) was involved in a review of both its strategic plan and marketing regulations in 1996-97.

The mission statement and goals were revised in 1996. The revised PGA mission is: *To create success in Alberta's potato industry by supporting sustainable production, marketing, development and co-operation.*

Trade issues and progress

Trade issues were of particular concern during the year. The PGA, along with related associations, spent time and expense on a US 332 trade investigation and unfair trading practices of the Mexican government. The Canadian and Mexican governments did work out an acceptable plan to facilitate exports of Alberta seed potatoes to Mexico.

On a positive trade note, the PGA assisted two private Alberta potato export initiatives, one for seed potatoes to the

Russian Far East and the other for exports to Asia. The PGA had two missions to Mexico as well as entertaining a number of Mexican visitors and potential seed potato buyers. PGA will continue to investigate other new market opportunities.

New companies inspired

During the year, two new companies were formed, Alberta Seed Potato Inc. and the Alberta Potato Starch Ltd. Both were inspired by PGA members. These companies

are a result of growth in all sectors of the industry—tablestock, seed and processing.

A partnership between the PGA and provincial and federal agencies continued to blossom. The PGA commented on nuclear seed potato protocol, and the proposed “bare bone” seed potato inspection cost recovery and certification plans.

Potato Development Inc. (PDI), PGA's research arm, was incorporated to capture a federal research tax credit. Site specific management, cold temperature stability, storage potential, microtubers and nuclear tuber production were among the research projects funded.

New uses for potatoes

PDI promotes expanded and new uses for potatoes. The proposed starch plant and value-added research at Nuvotech in Saskatoon are two activities supported by the PGA.

Potato Growers of Alberta Revenues and Expenses to July 31, 1997

	Total Revenue	Total Expenses	Net Revenue	Accumulated Equity, Year End
1996	627,930	572,728	89,657	427,785
1997	549,519	582,197	(32,668)	395,117

Boards and Commissions—Contact Information

Alberta Barley Commission

237 Stockmen's Centre
2116 27 Ave NE
Calgary AB T2E 7A6
Phone: (403)291-9111 Fax: (403)291-0190

Alberta Canola Producers Commission

170, 14315 118 Ave NW
Edmonton AB T5L 4S6
*Phone: (403)452-6487 Fax: (403)451-6933

Alberta Cattle Commission

216, 6715 8 St NE
Calgary AB T2E 7H7
Phone: (403)275-4400 Fax: (403)274-0007

Alberta Chicken Producers

101, 11826 100 Ave NW
Edmonton AB T5K 0K3
*Phone: (403)488-2125 Fax: (403)488-3570

Alberta Egg Producers

15, 1915 32 Ave NE
Calgary AB T2E 7C8
Phone: (403)250-1197 Fax: (403)291-9216

Alberta Hatching Egg Producers

203,9605 41 Ave NW
Edmonton AB T6E 5X7
*Phone: (403)434-8414 Fax: (403)434-9552

Alberta Pork Producers Development Corporation

10319 Princess Elizabeth Ave NW
Edmonton AB T5G 0Y5
*Phone: (403)474-8288 Fax: (403)471-8065

Alberta Pulse Growers Commission

4301 50 St
Leduc AB T9E 7H3
*Phone & Fax: (403)986-9398

Alberta Sheep and Wool Commission

Agriculture Centre Service Bag 1
Aidrie AB T4B 2C1
Phone: (403)948-8533 Fax: (403)912-1455

Alberta Soft Wheat Producers Commission

1014 3 Ave North
Lethbridge AB T1H 0H6
Phone & Fax: (403)380-4189

Alberta Sugar Beet Growers'

4900 50 St
Lethbridge AB T1G 1T3
Phone: (403)223-1110 Fax: (403)223-1022

Alberta Turkey Producers

202, 8711A 50 St NW
Edmonton AB T6B 1E7
*Phone: (403)465-5755 Fax: (403)465-5528

Alberta Vegetable (Processing) Producers

5217 50 Ave
Taber AB T1G 1V4
Phone: (403)223-4242 Fax: (403)223-3130

Alberta Winter Wheat Producers Commission

1205 Michigan Place
Lethbridge AB T1K 3P4
Phone: (403)328-0059 Fax: (403)328-0969

Potato Growers of Alberta

6, 1323 44 Ave NE
Calgary AB T2E 6L5
Phone: (403)291-2430 Fax: (403)291-2641

*Note: Northern Alberta area codes change to (780) on January 25, 1999.

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